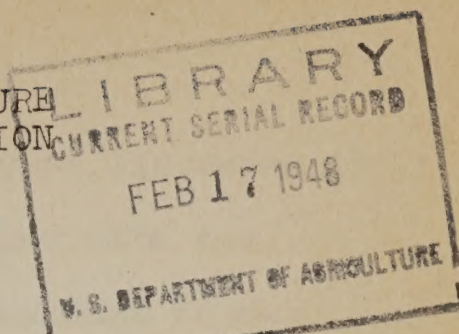


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UNITED STATES DEPARTMENT OF AGRICULTURE
PRODUCTION AND MARKETING ADMINISTRATION
INFORMATION BRANCH
641 WASHINGTON ST., ROOM 956
NEW YORK 14, NEW YORK



A G R I C U L T U R A L M A R K E T I N G

(Script No. 17.....For Use During The Period
February 2--15, 1948)

PART I: ----- FOOD CONSERVATION AND THE MARKETING OF ABUNDANT
FOODS (PP 1-7)

PART II: ----- THE PERISHABLE AGRICULTURAL COMMODITIES ACT
(PP 8-14)

PART I: ----- FOOD CONSERVATION AND THE MARKETING OF
ABUNDANT FOODS (7½ minutes)

ANN: The marketing of America's food is of direct concern to everyone -- farmer, distributor, and consumer. Today, Station _____ presents another in the series of broadcasts designed to tell farm and city people more about the latest developments in the field of agricultural marketing.... With world supplies of grains, fats, and many other vital foods still critically short, Americans have pledged themselves to conserve food now to help make more available for hungry people in other countries... Here in our studio today to tell us something about one important phase of the food conservation drive is _____, of the Production and Marketing Administration... I understand that you're going to tell us something about PMA's abundant foods marketing programs.

PMA: That's right, _____. I'm sure that everyone listening in today has come in contact at one time or another with our programs to aid the marketing of seasonally abundant foods.

ANN: And, of course, these programs are particularly important today when we are trying to stretch our food resources to help our neighbors in Europe and Asia get back on their feet and at the same time maintain a high level of food consumption in this country... But first perhaps we'd better describe for our listeners just what these programs are.

PMA: Well they fall into two main types, _____. In the first group are services to the public which furnish current information on what foods are plentiful on the market.

ANN: In that group I suppose you include the list of plentiful foods which you issue every month.

PMA: Yes. As you know the Production and Marketing Administration gets daily reports on market conditions from its own market reporters and this is supplemented by information from warehousemen, distributors, farmers, and many other sources. On the basis of these reports and the crop estimates of the Bureau of Agricultural Economics we make up a list each month of the foods expected to be in plentiful supply during the next month throughout most of the country. When this national list is released in Washington the regional offices of the Production and Marketing Administration adapt it to reflect supply conditions in their particular area.

ANN: So if we happened to have a particularly liberal supply of some food in this area that would be included in the monthly plentiful list for this part of the country.

PMA: That's it, _____. For example, supplies of winter squash will be fairly generous in the New England area during this month. So on the February plentiful list which is distributed up in the Northeast there is a note to that effect.

ANN: What are some of the other items which appear on the February list?

PMA: Since this is the off-season for most fresh produce the list shows mainly processed fruits and vegetables. However, there are some fresh items as well. The citrus crop this year was almost a record-breaker and if you've been doing any shopping lately you know that there are plenty of oranges, grapefruit, and tangerines to be found on local markets.

ANN: Apples and pears are fairly abundant these days too.

PMA: Yes and they are on the list. Storage holdings of both fruits are running ahead of last year and they're also above average. In the poultry field the list includes stewing chickens and ducks.

ANN: Now what happens to this list once it's made up?

PMA: As soon as the complete list for the next month is available it gets the widest possible distribution to those people who cooperate with the Department in these abundant foods programs. The list goes to thousands of wholesalers and retailers -- both chains and independents. The industry is urged to feature the plentiful foods in their advertisements during the month and to encourage their customers to buy more of these abundant items to supplement the scarcer foods. The served-food industry -- hotels, restaurants, dining cars, and so on -- also cooperate in the promotion of these foods. The list is also sent to people who conduct food programs on the radio, and to food editors of newspapers. School lunch program managers, industrial plant cafeterias, nutritionists, home demonstration agents, food consultants ... I could list dozens of other types of people who help us make full use of the list. In this way the abundant foods list can be brought to the attention of practically all consumers.

ANN: That seems to be pretty thorough coverage. If every homemaker knows which foods are plentiful at a given time she should be able to buy a great deal more intelligently.

PMA: That's the idea. In many cases these abundant foods are somewhat cheaper when compared with competing items. So by taking advantage of these lists the consumer not only helps ease the pressure on the scarcer foods that are needed for shipment abroad but she also helps her own food budget.

ANN: Something that's pretty important these days with food prices as high as they are.

PMA: Right. And the farmer benefits from this program too. If consumers know which foods are most plentiful and take advantage of their abundance they help bolster the farmer's market during the period of heaviest supplies. That helps prevent market gluts and sometimes helps avoid the necessity for Government price support.

ANN: And since the list gets national circulation the farmer in one area is helped by the increased demand for his product in **another area.**

PMA: Exactly. This is one of the best examples of the way in which government, industry, and public service agencies can cooperate in smoothing out the ups and downs in food marketing for everyone's benefit.

ANN: It seems to me that one of the finest things about this type of program is that it operates through the normal marketing system. It stimulates purchases by the consumer at the retail store or eating place and that in turn increases sales volume right on back to the farmer.

PMA: You put your finger on a really important point, _____. And although the consumer may never see or hear about the actual monthly list of plentiful foods...the radio broadcasts she listens to, the food pages she reads, the ads in the papers, and even the displays in the stores are directing her attention to these commodities. She may never be conscious of the marketing program that influences the choice she makes when she buys.

ANN: In addition to this monthly list of plentiful foods there is a weekly list being issued now in connection with the food conservation drive, isn't there?

PMA: Yes. This weekly list is prepared primarily for the food trade and for food editors and radio program directors to help them suggest menus and recipes which will fit in with the national food conservation drive. It's just another example of the double way in which this program works -- first by helping farmers market their crops efficiently, and second by helping consumers make the best use of the national food supply. In addition to that, through the Department's market reports and other services the press and radio are able to get current information on local food supplies in every important marketing center.

ANN: You said that there were two types of abundant foods marketing programs. What's the second type?

PMA: Once in a while supplies of some foods are so great that even these weekly and monthly guides to the market are not able to prevent a serious surplus.

ANN: ...potatoes, for example...

PMA: Yes. In a case of that kind a more intensive drive is necessary. The Department of Agriculture then enlists the cooperation of the food trade and the press and radio in a full-scale campaign to urge consumers to use more of this food and keep it from going to waste. Last year we conducted national promotional campaigns like this on potatoes, eggs, broilers and fryers, onions, turkeys, and peaches.

ANN: How about surpluses that are limited to a particular area? Are drives ever conducted on these foods?

PMA: We have engaged in numerous local campaigns when the situation called for it. A number of States and a good many organizations of producers take the leadership in these localized promotions and the P-M-A lends its help.

ANN: Well, _____ that seems to give us a pretty good picture of the way these abundant food marketing programs of P-M-A operate, and how they can help us meet our food export requirements at the same time that we eat well here at home...

(USE FOLLOWING CLOSE IF PART I IS USED AS A SEPARATE SCRIPT.)

ANN:But our time seems to be just about up...
Thanks very much for being with us today, _____
of the Production and Marketing Administration.
Friends, you have been listening to another of
Station _____'s public service broadcasts
on agricultural marketing, brought to you with
the cooperation of the United States Department
of Agriculture.

((MORE))

A G R I C U L T U R A I M A R K E T I N G

(Script No. 17.....For Use During The Period
February 2--15, 1947)

PART II: ----- THE PERISHABLE AGRICULTURAL COMMODITIES ACT
(7½ minutes)

(USE FOLLOWING INTRODUCTIONS IF PART II IS USED AS A SEPARATE
SCRIPT.)

ANN: The marketing of America's food is of direct
 concern to everyone -- farmer, distributor, and
 consumer. Today, Station _____ presents
 another in the series of broadcasts designed to
 tell farm and city people more about the latest
 developments in the field of agricultural marketing...
 Our guest today is _____, of the Production
 and Marketing Administration, who is an old friend
 of our regular listeners...

ANN: ... Recently I noticed an item in one of the fruit and
 vegetable trade journals which I want to ask you about,
 _____. It concerned a complaint by a dealer that a
 shipment of potatoes was not up to the grade he had
 ordered and that he was taking action under the Perishable
 Agricultural Commodities Act. That's the first time I
 had ever heard of this particular law. Is it a new one,
 _____?

PMA: Not very new, _____. It was passed back in 1930.
 And, although most people don't know very much about the
 Perishable Agricultural Commodities Act -- or P-A-C-A as
 it is known in the trade -- it is one of the most
 important protections which fruit and vegetable growers,
 shippers, distributors, and handlers have.

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ANN: Just how does this protection work?

PMA: Well, as you know a good deal of the fresh and frozen produce which Americans eat every day crosses one or more state lines between the time it leaves the farm and the time it winds up on the family dinner table.

ANN: And, since so much of the trading is done at long range by the people in the fruit and vegetable industry, disputes about quality, price, and condition of any individual shipment are bound to arise from time to time.

PMA: Exactly. That's why Congress decided some time ago that some sort of impartial guardian of fair practice in the industry was necessary. So they passed the Perishable Agricultural Commodities Act about 17 years ago and declared that the U. S. Department of Agriculture should act as a sort of watchdog for the fruit and vegetable trade.

ANN: Since you seem to be so familiar with this unfamiliar law I guess that your agency must be the one which administers the P-A-C-A.

PMA: Well, I myself don't have anything to do with the actual operation of the law, but as you say, the Fruit and Vegetable Branch of my agency -- the Production and Marketing Administration -- has the responsibility for administering P-A-C-A. It takes care of the licensing under the Act and handles all the regulatory work.

ANN: What about this licensing? Who has to get a license?

- PMA: Any dealer, commission merchant, or processor who handles fresh or frozen fruits and vegetables in interstate or foreign commerce has to get a license from the Department of Agriculture before he can operate. The license fee is \$10 a year and this money has more than paid for the cost of the service to the industry.
- ANN: You talk about a "service" to the industry. Yet a moment ago you said that the Act "regulated" the industry.
- PMA: That's right, _____. The regulations under the Act are designed to prevent any unfair or fraudulent practice in the marketing of fresh fruits and vegetables. But through this regulation the P-A-C-A helps the industry operate on an orderly basis.
- ANN: You mean by providing relief against unfair practices in produce trading?
- PMA: Yes, that's one important service of the Act. But, in addition, under the Perishable Agricultural Commodities Act the Department will furnish assistance to anyone who has a financial interest in a transaction covered by the law -- including an unlicensed shipper or a farmer. And if one party to a contract -- such as a wholesaler -- asks it to, the people who administer the law will without charge promptly get in touch with the other party and investigate any phase of the transaction and try to bring about a friendly settlement of the dispute.
- ANN: Are many of the cases under this law settled in this informal manner?

PMA: As a matter of fact the great majority of all cases which come up under P-A-C-A are settled in just that way. That's why so many people don't ever hear much about the Act.

ANN: If necessary, though, I suppose that the Government can take more formal action on a complaint.

PMA: Oh yes. In that case each party to the dispute will get a chance to present his full side of the case and the Secretary of Agriculture decides whether there is any loss or damage which should be paid for. If the violation is serious enough the Department may decide to publish the facts of the case and may even suspend or revoke the offender's license.

ANN: Just what are the specific unfair or fraudulent practices which the P-A-C-A is designed to prevent, _____?

PMA: Well there are a great many of them. But some of the more common of them involve the failure to carry out the terms of a delivery contract. Suppose, for example, a dealer should reject a shipment of produce which he had contracted for. If he did that without a good reason that would be a violation of the Act.

ANN: And I suppose that works the other way too. If a shipper didn't deliver a consignment of fruits or vegetables as he had agreed to, then he would also be violating.

PMA: That's right. The Act also prohibits misrepresentation of a shipment and guards against failure to pay promptly for goods received or any fee which is legitimately involved in the transaction. It guards against the substitution of inferior quality merchandise in a shipment after it has been inspected. In general it insures that all the terms of any contract on fresh or frozen fruits and vegetables will be fulfilled and that accurate records are kept of all transactions.

ANN: Will let's see how this works out in actual practice. Suppose a shipper in _____ learns that a carload of
(State)
_____ which he sent to a dealer in
(mention some locally grown
fruit or vegetable)
_____ has been rejected.
(mention some city in another State)
How does he go about making a complaint?

PMA: Well if this _____ shipper knows about the protection of
(State)
the Perishable Agricultural Commodities Act he will probably send a telegram or make a phone call to the Regulatory Division of PMA's Fruit and Vegetable Branch, either in New York City or in Washington. He would probably describe the details of the transaction and protest the rejection by the dealer.

ANN: What happens then?

PMA: As soon as this notice is received a Department investigator would get in touch with the dealer and get his version of the case. The dealer may say that the quality of the shipment was below that specified in the original contract. In that event an official inspection of the produce would be made. If the grade of the shipment was not up to the standard that was ordered, then the shipper would be notified that the rejection was justified. On the other hand if the buyer was found to be wrong, then the shipper would be entitled to recover damages, or the receiver might be persuaded to accept the shipment.

ANN: And, as you've already pointed out, most of these cases are settled without any formal action being taken.

PMA: That's right, _____. You see, a great many of the disputes adjusted under the Act don't involve really dishonest business dealings. Often the difference arises from a legitimate misunderstanding, or from the fact that the transaction is a complicated one, or because some condition arose which was beyond the control of the people involved.

ANN: I imagine that Department's fresh fruit and vegetable grading service is a big help in settling many of these disputes.

PMA: It certainly is. Without grades and standards the Act couldn't be of as great a service to the industry as it is. Contracts between shippers and receivers ordinarily specify a certain grade of product. So the inspections made at shipping points and receiving markets usually furnish the evidence needed to settle a dispute of this type.

ANN: With the large increase in the volume of fresh and frozen produce that's been marketed during recent years I would think that the Regulatory Division which administers the P-A-C-A has had a big increase in its work too.

PMA: That's true. With this increased marketing of fruits and vegetables there are more dealers, commission merchants, and processors who are transacting produce business in interstate commerce. In 1947 there were a great many more P-A-C-A licenses in effect than either before the war or in 1946. And that meant an increase also in the number of complaints submitted. But even at that the largest majority of these cases were still settled in an informal manner.

ANN: Well I'm certainly glad to have learned about the protection which farmers and members of the distributive trade receive under the Perishable Agricultural Commodities Act. And so are our listeners, I'm sure..... Thanks very much for being with us today, _____, on another in our series of broadcasts on agricultural marketing.... Friends you have been listening to an interview with _____ of the Production and Marketing Administration. This public service broadcast of Station _____ has been brought to you with the cooperation of the United States Department of Agriculture

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